

What is claimed is:

1. A method for distributing video game content comprising:

5 providing a video game comprising discrete chapters; and

providing each discrete chapter on a limited play optical medium, wherein said  
each limited play optical medium comprises encoded information corresponding to a  
particular discrete chapter and a reactive material for limiting the length of time said  
10 encoded information is accessible.

2. The method according to claim 1, further comprising

providing an reward to the end user for each discrete chapter that is provided  
15 on a limited play optical medium, and for which the encoded information is no longer  
accessible, that is returned to a prescribed location.

3. The method according to claim 2, wherein said reward is a price discount on at  
least one of a future game or further game chapter.

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4. The method according to claim 2, wherein said reward is a special code for  
unlocking hidden encoded information.

5. The method according to claim 2, wherein said reward is a special code for  
25 accessing a website.

6. The method according to claim 1, wherein at least one of the discrete chapters  
requires a user to finish the chapter before said encoded information becomes  
inaccessible in order to move on to the next chapter.

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